Entrepreneurship Projects

#7 The Company Letterhead

**Objective**: To produce the Company Letterhead.

**Background Info:**

What is Company Letterhead and Why Have It?

* Company Letterhead is the heading that is printed at the top of a sheet of letter size paper.
* Similar to a business card in that it provides important contact information.
* Businesses usually send correspondence to their customers and vendors to project a professional image and to remind the reader of where the correspondence originated.
* Letterhead is usually preprinted or inserted in the first 2 to 2.5 inches of space in the top margin of the first page of a document. Some companies will place some or all parts of their letterhead in the left, right, or bottom margin(s).

What to include on the Letterhead:

* Company Name
* Company Logo and Tagline
* Company Address
* Company Telephone and Fax Number
* Company’s Website Address

Letterhead Layout and Design Guidelines:

* The Company Letterhead helps project a professional and long-lasting image.
* When designing the layout of the letterhead, consider the following tips/guidelines:
  + *Information* – Decide what information should go on the letterhead. Remember, you want the reader to remember who you are, what you do, and how to contact you.
  + *Do Not Overcrowd* – Since it is very small, it is important not to try and “squeeze” too much information on it. You do not want to lose important information.
  + *Consistency* - The look and design should be consistent with other documents used in the business. Helps project professional image.
  + *Typeface (Fonts)* – Use no more than two different typefaces (fonts) on the business card. This helps create a clean, easy-to-read business cards.
  + *Proportions* – Keep the size and placement of each element on the letterhead balanced and in proportion. This will help make it more pleasing to the eyes.
  + *Have a Paper Plan* – Before putting anything on the computer, sketch several possible letterhead ideas on paper and experiment with different layouts and designs.

Why include the Company Letterhead in the Business Plan?

* Like business cards, including a sample of the letterhead in the business plan does 2 things:
  + It projects a level of professionalism for the owner of the business.
  + It helps give the reader a clear image of the company’s identity and image.
  + If included in Business Plan, it would appear as a supplemental attachment.

***TASK #1: Letterhead Planning Form*   
  
Instructions:** In the boxes provided below, sketch out below or use computer software to create 3 different letterhead designs. **Note:** *For this project, you are required to use only the top portion of the page for all elements to be included in your letterhead.* Present the designs to several classmates and your instructor. Ask them to choose their favorite design. Then, use Microsoft Word to create your Final Copy of the letterhead on the computer and save it for future use.

**Letterhead - Version 1 Letterhead - Version 2**

**Letterhead - Version 3 Letterhead - Version 4**

**Saving Your Work:**

Save this as ***Project 7\_Letterhead***  in your “Business Plan” folder.

When using this document, open and immediately “**save as**” a new document name to keep original.

All future projects will be saved to this same folder – “Business Plan”